

Message Text

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43

ACTION SIG-02

INFO OCT-01 EUR-12 NEA-10 ISO-00 COME-00 EB-07 /032 W

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R 251425Z JUL 76

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 5400

INFO AMEMBASSY ATHENS

AMEMBASSY LONDON

AMEMBASSY WARSAW

AMCONSUL DHAHRAN

UNCLAS JIDDA 5151

E.O. 11652: N/A

TAGS: ASIG

SUBJECT: JOINT STATE-COMMERCE EVALUATION OF COMMERCIAL
ACTIVITIES

REF: STATE 180693

1. EMBASSY HEARTILY WELCOMES VISIT OF STATE-COMMERCE EVALUATION TEAM TO SAUDI ARABIA WHERE U.S. TRADE PROSPECTS HAVE HIGH POTENTIAL. WE NOW EXPECT OUR TOTAL EXPORTS TO SAUDI ARABIA TO REACH \$2.5 BILLION THIS YEAR AND TO EXPAND RAPIDLY OVER THE NEXT FEW YEARS, PROVIDED SAUDIS ARE CAREFULLY HANDLED AND PROPERLY ENCOURAGED. WE SHOULD HAVE NO PROBLEM ARRANGING FOR TEAM TO MEET APPROPRIATE OFFICIALS AND LOCAL BUSINESSMEN.
2. TEAM SHOULD REALIZE UNDER PRESENT SCHEDULE VISIT WILL OCCUR DURING RAMADAN, AND I RECOMMEND POSTPONEMENT UNTIL AFTER THAT PERIOD. IF THAT IS NOT PRACTICAL, WE WILL HAVE TO SCHEDULE NIGHT APPOINTMENTS.
3. TEAM SHOULD BE PREPARED FOR SOME DIRECT, THOUGH COURTEOUS, STATEMENTS BY SAUDIS ON US/SAUDI TRADE. ALSO THE TEAM SHOULD COME HERE WITH THE NEED IN MIND TO UPGRADE FACILITIES OF OUR COMMERCIAL OFFICE TO HAVE IT RESEMBLE A PROPER COMMERCIAL PROMOTION OPERATION. THAT MEANS MONEY, AND TEAM WOULD DO

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WELL TO LOOK INTO BUDGET POSSIBILITIES BEFORE ITS ARRIVAL.

4. FYI: RAMADAN FAST SEASON ENDS WITH THREE-DAY HOLIDAY, ID
AL FITR, SEPTEMBER 25 THROUGH 27. IN ANY CASE, PLEASE ADVISE
EXACT DATES JIDDA VISIT WELL IN ADVANCE FOR HOTEL OR OTHER
RESERVATIONS. ALSO, WE SUGGEST VISIT TO RIYADH AND DHAHRAN IF
POSSIBLE. POST WILL ASSIST IN ANY WAY POSSIBLE.
PORTER

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NNN

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